

UNIVERSITY OF TECHNOLOGY, SYDNEY
FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Course Name:	Bachelor of Arts in Communication (Media Arts and Production)
Subject Number and Name:	50158 Netcultures and Practices
Level:	200
Number of Credit points:	8
Prerequisites:	50117/50248 Media Arts and Production 2
Year and Semester offered:	Autumn and Spring
Assessment and Grading:	Pass/Fail

HANDBOOK DESCRIPTION

In this subject, students engage with the diversity of cultures and practices on the Internet, and with the concepts and techniques involved in Internet website development. Through lectures, tutorials, workshops and production exercises, students will explore a range of websites and online communities, and will gain core technical skills in website production. These include production skills for animation, streaming media and publishing for the Internet. Students work individually or in groups to develop a small website.

DESCRIPTION IN SUBJECT OUTLINE

In this subject, students engage with the diversity of cultures and practices on the Internet, and with the concepts and techniques involved in Internet website development. Through lectures, tutorials, workshops and production exercises, students will explore a range of websites and online communities, and will gain core technical skills in website production. These include production skills for animation, streaming media and publishing for the Internet. Students work individually or in groups to develop a small website.

CONTRIBUTION TO GRADUATE PROFILE

- have developed specific basic skills in new media production which are applicable across a range of existing and emerging formats; including internet,
- have some knowledge of aesthetics and new media industry issues, within the landscape of media production in general.
- are aware of industry practices in new media production.
- have had the opportunity to develop some conceptual skills and critical thinking in relation to various areas of media production.
- are able to develop and critically revise their own work.
- have had the opportunity to develop and work on a new media project.
- have had the opportunity, as practitioners in a particular media industry, to apply existing skills to a new or related media.

OBJECTIVES

At the completion of this subject, students are expected to be able to:

- a) Extend creative and conceptual skills and critical thinking through investigating the various cultures and communities on the Internet;
- b) Have some knowledge of aesthetics and Internet industry issues,
- c) Develop website production concepts and skills involving applications such as Flash and Dreamweaver & Photoshop or other relevant softwares and techniques;
- d) Extend technical and conceptual skills in developing new media projects through producing a prototype website;
- e) Develop and critically revise a web work as part of a collaborative team
- f) Have an overview of technical and conceptual and creative issues surrounding the delivery of streaming media over the Internet

TEACHING AND LEARNING STRATEGIES

- Lectures and seminars and tutorials in most sessions.
- In and out of class technical workshops
- In-class and out of class exercises
- Concept development

- Project synopsis presentations
- Project development.

CONTENT

- Study of net cultures and practices in Australia and internationally
- Developing an idea, concept, project synopsis, and development, and then analysis of the final work
- Concepts and techniques for incorporating animated and interactive material into web sites
- The delivery of rich media content such as streaming media (video and sound), SMIL and XML
- Workshops and tutorials will cover the technical challenges of internet delivery, allowing students to produce a small web site project through the course of the subject.
- Students will familiarise themselves with programs commonly used as tools in web content production and authoring, including Dreamweaver, Photoshop, Flash, and FTP applications.

ASSESSMENT

Assignment 1: Software Exercise, such as Flash

Objectives: a,c,d

Value: 10%

Due Date: second 1/3 of the semester, around week 7/8

Assessment criteria: Completion of all aspects of the exercise to satisfactory (working) level

Task: A basic software, eg Flash, exercise will be demonstrated & handed out in Weeks 4 & 5 to be completed and submitted by Week 7/8.

Assignment 2: Project Synopsis

Objectives: a,b, c,d

Value: 25 %

Due Date: After first tutorial break, after first 1/3 of semester

Assessment criteria:

Demonstration of understanding of net cultures and practices by developing a project that engages with them;

Demonstration of ability to develop an idea into a concept and project plan

Demonstration of the ability to plan and organise work schedule

Task:

• **A 250-500 word synopsis** outlining what you are planning to develop within this subject for your website project, which includes a clear description of the underlying motivation of the piece, the intended user experience, and the intended target audience

• **A navigational diagram or flowchart, which** clearly demonstrates the navigational pathways of the project.

Assignment 3: Web Project

Objectives: a,b,c,d,e,f

Value: 50 %

Due Date: Final 2 weeks of semester

Assessment criteria:

Websites will be assessed equally in terms of production/ technical skills and engagement with cultural/critical themes.

Assessment Guidelines:

1. Projects must be compact, creative, original and interactive, rather than linear.
2. Projects must engage with one or more themes introduced in the course outline or a suggested theme approved by the lecturer.
3. Students should aim for the projects to be as bug-free as possible within the confines of the subject. Students are responsible for testing and revising their own work on an ongoing basis.
4. The project should be tested across both major browsers (Internet Explorer 4.5x and Netscape Communicator 4.0x) as well as on Mac and PC platforms – in an ideal world it will be compatible with both.

5. Projects may only use Flash, Shockwave, mp3, RealPlayer and Quicktime plugins.
6. Students are encouraged to create a Flash entry to their site although this is not mandatory.
7. Projects must use material that is copyright free or cleared and is not defamatory.

Task

Working individually (unless otherwise approved by lecturer) students are to develop a small website which engages in some way with the critical theme(s) of the subject.

Websites will be assessed equally in terms of production/ technical skills and engagement with cultural/critical themes.

Assignment 4:	Analysis
Objectives:	e
Value:	15%
Due Date:	Final weeks of semester
Assessment criteria:	??

Task:

Write a 1,500 word critique of a new media project (CD-Rom or Website). You should consider issues of usability, navigation, inventiveness, theoretical or technical complexity, etc.

MINIMUM REQUIREMENTS

- Attendance in 80% of classes
- Satisfactory completion of all assignments

TEXT AND REFERENCES

There will be a number of online references and links to be distributed in class on the appropriate day.

CD-ROM's available from UTS library from City Audiovisual Section

Ceremony of Innocence, 808.869 CERE
 Moorditj, 700.89915 MOOR
 Cosmology of Kyoto, 952.01 COSM
 Myst, 793.730 MILL
 Cyberflesh GirlMonster 700.205 DEME
 Planet of Noise, 700.285 MILL
 Eve, 782.42 GABE
 Postcard from Tunis 916.11 PRYO
 I Am A Singer 702.85 HEYW
 Riven, 793.932 MILL
 Immemory, 154.3 MARK
 Xplora1 781.63 GABE
 You Don't Know Jack
 Real Wild Child 781.660994
 Making Multicultural Australia, 305.80094 MAKI
 30 Words for the City
 Metabody, Stelarc
 Shock In The Ear 780.904 SHOC

RESOURCE IMPLICATIONS

Computer lab access for classes, lab pin number access for students. Server space allocation for project development. Some in class production support where appropriate, including some demonstration of specific softwares, technologies or techniques, and some assistance to students in managing and troubleshooting their project. Minimal out of class production support.